

The Color of Business
what color is yours?



The Color of Business

- What was your total dollars in services last week?
- What was your total dollars in retail last week?
- What was the total number of clients that you serviced last week?
- What was the total number of colors that you provided last week?
- What was the total number of treatments that you provided last week?
- What was the total number of retexturizings that you provided last week?
- What was the total number of clients that re-booked with you last week?

How Can You Play the Game if You Don't Know the Score



Increasing Your Potential

What's your "Wow Factor"

McDonalds is all about fun, auto manufacturers are all about excitement

What separates you from the competition

- Invest 10% of your time and money into the future
- "Fall into Fashion" Newsletter
- Instead of the traditional waiting area, feature an experience area
- Include: scalp massage, hand and arm massage, makeup touch ups, jewelry cleaner at every station, free bang trims, blow dry lessons...
- Add on Services and Upgrades
- Make the 8 clients in your day = full book

Is your Customer Service by accident or is it by design

they assume they will receive a great color/cut, it's the amenities they remember



Increasing Your Potential through Client Retention

It takes months to find a customer, seconds to lose one

- National average retention rate is about 35%, 6 out of 10 new clients do not return
- The cost of acquiring a new customer is 6 times greater than that of retaining an existing one
- The #1 reason a client leaves is the client's salon experience, they didn't like how they were treated. It's not your technical skills, but your interpersonal skills and not just with the client but within the salon
- Plant seeds for their next visit
- Retail



Increasing Your Potential through Home Care

Most of our world evolves around creating looks based on sectioning for color placement or the color combinations we choose.

But just as the doctor prescribes a treatment or the trainer recommends an exercise routine to their clients, recommending maintenance products is the most overlooked aspect of the professional haircolor service yet one of the most critical.

Why:

- ***Recommending maintenance products is our professional responsibility***
- ***It improves the state of our client's hair***
- ***It is investment in our work***
- ***It increases our income***

Our client pays us good money because they trust in our professional ability and knowledge, they expect us to know what they need, in and out of the salon. Think of your professional recommendation as insurance and protection for your client. Just as a new car needs precise maintenance, so does your client's hair, your new car came with a detailed maintenance schedule and so should your client's new color or doo.



What's Your Score


- The number of clients you serve each week
- Divided by 3
(assumes you sell home care to 1 in 3 clients or 33%)
- Multiply by your salon's average price for maintenance products
- Multiply by your commission rate on retail sales
- Multiply by 50 weeks to get your additional annual income for selling maintenance products

What would you do with the extra money...



Increasing Your Potential through Rebooking

- Average client returns every 7 weeks or 7.42 times per year
- Clients that re-book return every 5 weeks or 10.4 times per year, 3 more visits per year
- Based on a client base of 100 with an average ticket of \$30
- Without re-booking = \$22,260, with re-booking = \$31,200, a difference of \$8,940 per year
- Refer to yearly chart
 - based on a 7 stylist salon with a client base of 100 per and an average ticket of \$30, without re-booking = \$156,000, with 80% re-booking = \$205,884, a difference of \$49,884 per year



Increasing Your Potential through Increased Ticket

*3 things you want from your existing clients...
more visits, referrals and more dollars spent per visit*

Increasing your revenue by increasing your average ticket with your current client base

<i>Average Ticket</i>	<i>#of Clients Per Month</i>	<i>Total Revenue</i>	<i>\$\$ Increase Per Month</i>	<i>\$\$ Increase Per Year</i>
\$30.00	1000	\$30,000		
\$33.00	1000	\$33,000	\$ 3,000	\$ 36,000
\$36.30	1000	\$36,300	\$ 6,300	\$ 75,600
\$39.93	1000	\$39,930	\$ 9,930	\$119,160
\$43.92	1000	\$43,923	\$13,923	\$167,076
\$48.32	1000	\$48,315	\$18,315	\$219,780
\$53.15	1000	\$53,146	\$23,146	\$277,752



The Color of Business

*For more information regarding this program, contact your
Goldwell of PA Salon Consultant or
Christa at 1800.832.3347, extension 2359*